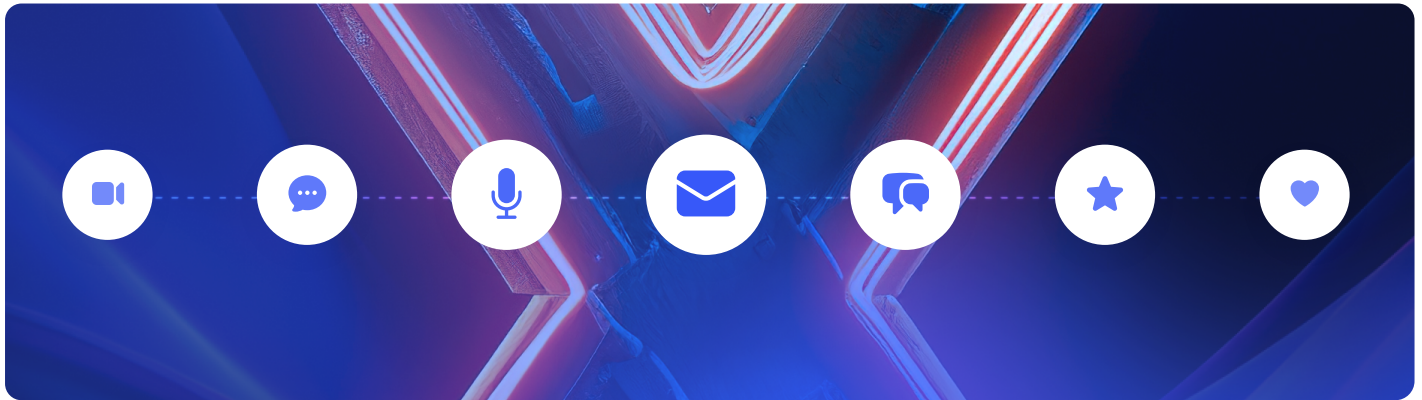


Nextiva Contact Center:  
The game-changing  
core capability within a  
**Unified Customer  
Experience Management  
Platform**





## Introduction

In today's competitive landscape, delivering an exceptional customer experience is a crucial differentiator for brands.

Nextiva's Unified Customer Experience Management (Unified-CXM) platform is a comprehensive, transformative solution that brings all customer interactions together into a single platform. Designed to empower businesses to meet the demanding needs of customers and drive meaningful results, Nextiva incorporates front office, back office, contact center, and end-to-end workflow journeys.

This whitepaper explores **Nextiva Contact Center**, a core capability within Nextiva's Unified-CXM platform. Nextiva's comprehensive platform and game-changing intelligent contact center set it apart from competitors like Genesys, NICE inContact, Amazon Connect, and Five9.

## Table of contents

|                     |     |
|---------------------|-----|
| Introduction        | 2   |
| Industry Challenges | 3   |
| Differentiators     | 4-5 |
| Key Features        | 6   |
| Key Benefits        | 7   |
| FAQ Page            | 8   |

# Industry Challenges of Delivering an Exceptional Customer Experience in the Digital Age

Customer expectations have skyrocketed. Consumers demand real-time, personalized, seamless, and efficient interactions across the channels of their choice, whether they're contacting a business via phone, email, chat, or SMS. This presents a unique set of challenges for businesses seeking to deliver exceptional customer experiences (CX):

## 1. Fragmented Systems and Siloed Data

Many businesses rely on disparate systems for voice and digital communications, customer data, and end-to-end contact center operations. This fragmentation leads to disjointed customer journeys, inefficient workflows, and difficulty in accessing a complete, quantitative and qualitative view of the customer experience.

## 2. Limited Scalability

Legacy contact center solutions often struggle to scale efficiently, making it difficult for businesses to accommodate remote or in-office resource growth due to seasonal or temporary fluctuations in call volume or a rapid increase in permanent headcount. This can result in long wait times, frustrated customers, and lost revenue.

## 3. Lack of Flexibility and Customization

Traditional contact center solutions that don't rely on true modern cloud-based architecture lack the flexibility to adapt to evolving business needs or integrate with existing systems. This can hinder innovation, limit customization options, and create barriers to delivering personalized experiences.

## 4. Unreliable and Limited Infrastructure

Most contact centers are pieced together using a myriad of applications, leading to unreliable services. Failures in integrations cause connectivity issues and can cause the entire system to fail. Contact centers cannot afford these disruptions.

## 5. Subpar Agent Experience

Outdated tools and cumbersome interfaces can lead to agent frustration and burnout, resulting in lower productivity and decreased service quality. Agents need modern, intuitive self-service and assistance tools that empower them to provide efficient and effective service.

## 6. Inadequate Insights

Many businesses lack the ability to gather and analyze meaningful insights from customer interactions using their existing contact center solutions. This makes it difficult to identify trends, optimize performance, and make data-driven decisions to improve CX.

Nextiva Contact Center is designed to provide **flexible and industry-leading solutions** to these challenges quickly and easily. By providing a unified, API-driven platform, Nextiva empowers businesses to overcome the limitations of traditional and “builder’s platform” contact center solutions, delivering exceptional CX that drives customer satisfaction, loyalty, and revenue growth.

# Nextiva Contact Center Differentiators: Setting a New Standard

Nextiva Contact Center offers a unique approach for empowering businesses to deliver exceptional customer experiences:

## Completeness of Vision

Nextiva's Unified-CXM brings together front and back office, contact center, branch office, and remote workers through voice and digital communications, ensuring seamless customer interactions across all channels. With over 50 patents in customer journey orchestration, Nextiva Contact Center provides the most comprehensive, innovative approach to customer experience management.

## Scalability

Nextiva's cloud-based solution scales effortlessly from startups to Fortune 500 companies. Our globally available microservices architecture adapts on the fly, whether you are adding 250 agents for a seasonal campaign or creating a small workgroup in another region, scaling is simple and hassle-free.

## Extensibility

Nextiva is built with a 100% API core, making every function, from phone calls to using AI, programmatically accessible. The platform also provides contextual continuity by centralizing customer data from various sources: synchronous and asynchronous, company, customer, and 3rd party-owned. This allows for seamless integration with existing systems while adding powerful capabilities.

## Flexibility

Nextiva's network for multinationals includes edge servers that address regulatory compliance and latency issues, while integrating with legacy environments. This positions Nextiva as an ideal transitional solution for businesses looking to modernize their communication infrastructure. With virtual co-location of Session Border Controllers (SBCs), we support adaptable interconnects to meet data residency requirements, and "bring your own carrier" options.

## Reliability

Nextiva Contact Center offers industry-leading 99.9999% uptime, backed by a globally redundant network. Our microservices-based architecture ensures business continuity, eliminating downtime for maintenance or capacity changes. With triple redundancy in every process and geographic disaster recovery included at no extra charge, businesses can operate with complete peace of mind.

### Nextiva impact reported by customers

|                                                                                                                                                                                          |                                                                                                                                                                                                     |                                                                                                                                                                                                              |                                                                                                                                                                                            |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <br><b>40%</b> cost reduction<br><small>1M+live chat interactions with AI chatbot every month</small> | <br><b>50%</b> cost reduction<br><small>Doubled the number of interactions supported in digital channels</small> | <br><b>70%</b> increase in CSAT<br><small>With intelligent routing optimizing patient load across 300+ clinician</small> | <br><b>33%</b> increase in close rate<br><small>With real-time transcription and agent assist</small> |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|

# Nextiva Contact Center Differentiators: Implementation & Support

Nextiva's dedicated team ensures your contact center solution is perfectly tailored to your business needs, with guided support, training, and ongoing assistance every step of the way:

## Accelerated Workshop

Nextiva offers an on-site value consulting session where our experts work closely with your team to assess current communications and identify key areas for improvement.

## Guided Client Services

Count on Nextiva as your trusted advisor, guiding you through every step of your CX and AI transformation for lasting success.

## Flexible Training

With a focus on education and guidance, Nextiva helps your team deliver exceptional customer experiences confidently and effectively.

## Expert Service & implementation

Tailored to your needs, Nextiva ensures a seamless, paced implementation that fits your specific operational requirements.

## Amazing Service®

Nextiva's commitment to customer-focused services is reflected in our 85 Net Promoter Score (industry average is 30) and has been the cornerstone of our customers' success.

### Nextiva Is a Game Changer

"Nextiva is very easy to use, and the support, as well as the account rep we used to get on board are fantastic. Needless to say we are going to roll the service in all of our locations."



G2 Customer Review

### Easy Set-Up and Awesome Customer Service

"Customer Service is great! The set-up is so easy and they walk you through instead of handing you a guide. Whenever you run into an issue, which so far for us it is hardly ever, you can rely on technical support to fix the issue immediately."



G2 Customer Review



# Nextiva Contact Center Key Features: Empowering Every Touchpoint



## Omnichannel Engagement

Customers can interact with businesses through their preferred channels—voice, email, chat, social media—and experience a consistent, personalized journey across all touchpoints. AI-powered chatbots and virtual assistants can enhance the customer experience by providing quick and accurate responses.



## Customer Journey Orchestration

With over 50 patents in this area, Nextiva's platform enables businesses to design and automate customer journeys, ensuring interactions are optimized for efficiency and effectiveness. Furthermore, AI can be leveraged to analyze customer data and provide personalized recommendations.



## Outbound Dialing, Campaign Management, and Voice and Digital Blending

From robust outbound dialing modes to unlimited inbound campaigns/-queues; the Nextiva platform performs. Agents and Supervisors can experience blended activities without confusion, and business leaders receive deep analytics into all the interactions.



## Workforce Engagement Management

Workforce Engagement Management (WEM), including Workforce Management (WFM) tools, helps businesses optimize staff schedules and performance by boosting customer satisfaction while reducing costs. AI-powered tools identify patterns in agent performance and customer interactions, enabling more effective coaching and training.



## Robust Reporting and Analytics

A comprehensive suite of reporting and analytics tools provides insights into customer interactions, agent performance, and overall contact center operations. AI-powered analytics can help identify trends and patterns in customer data, enabling businesses to make more informed decisions.



## Modern Architecture

API-based architecture ensures seamless integration with third-party applications, flexibility for customization, and access to structured and unstructured data for advanced analytics. Nextiva Contact Center combines the ease of a buyer's experience with the power and flexibility of a builder's platform, allowing for the integration of AI-powered tools and services.



## AI Agent and Customer Tools

Nextiva Contact Center includes AI-powered tools for both agents and customers, such as chatbots, virtual assistants, sentiment analysis, and agent assist features. These tools help to improve the efficiency and effectiveness of customer interactions, leading to higher customer satisfaction and improved agent productivity.

Nextiva is a strategic investment in customer experience excellence. It unifies communications, interactions, and insights enabling organizations of any size to create personalized, seamless journeys. The Nextiva Contact Center is key to delivering these experiences. Our **Amazing Service®** team guides you from discovery to implementation, ensuring your success,

# Nextiva Contact Center Key Benefits

Don't settle for outdated or siloed solutions—experience the power of unified communications and customer experience management with Nextiva Contact Center.



## Enhanced Customer Satisfaction

Deliver exceptional customer experiences across all channels, resulting in higher satisfaction and loyalty.



## Increased Agent Productivity

Streamline workflows, automate repetitive tasks, and empower agents with the tools they need to provide efficient and effective service.



## Improved Operational Efficiency

Gain valuable insights into customer interactions, agent performance, and operational trends, enabling data-driven decision-making and continuous improvement.



## Seamless Scalability

Easily scale the platform to meet changing business needs, ensuring optimal performance and resource utilization.



## Unmatched Reliability

Benefit from a 99.9999% uptime guarantee and no maintenance windows, ensuring uninterrupted service delivery and minimized downtime.



## Flexibility and Customization

Tailor the platform to your unique workflows and processes through open APIs and extensive integration options.



## Proactive Support

Receive proactive support from Nextiva's Amazing Service® team, ensuring smooth implementation, ongoing optimization, and exceptional customer satisfaction.

**Request a demo today and discover how Nextiva can transform your contact center into a strategic asset that drives growth and customer loyalty by integrating people, processes, and technology to match your business needs.**



## FAQs

### How does Nextiva's contact center solution differ from traditional call center software?

Nextiva's solution goes beyond traditional call centers by offering a unified platform that integrates communication channels, contact center capabilities, and customer experience management tools. This enables businesses to provide seamless, personalized experiences across all touchpoints and provides cradle-to-grave reporting on all interactions.

### How can I get started with Nextiva's contact center solution?

Contact Nextiva's sales team to discuss your specific needs and explore how our solution can benefit your business. We offer flexible deployment options and pricing plans to accommodate businesses of all sizes.

### What kind of ongoing support can I expect from Nextiva?

Nextiva is committed to providing exceptional customer service. Our dedicated support team is available to assist you with any questions or issues you may encounter.

### How does Nextiva ensure the security and reliability of my contact center data?

Nextiva Contact Center employs robust security measures, including data encryption, access controls, and regular audits, to protect your sensitive information. Additionally, our Active<sup>3</sup> (cubed) redundancy and 99.9999% uptime guarantee ensure that your contact center is always available to serve your customers.

### Can Nextiva's contact center solution integrate with my existing CRM and other business systems?

Yes, Nextiva's open API-based architecture allows for easy integration with a wide range of CRM systems and other business applications. This ensures that your contact center operates seamlessly within your existing technology ecosystem.

## About Nextiva

Nextiva powers over a million users and billions of interactions annually with its customer experience platform. From one AI-powered customer experience hub, Nextiva Unified-CXM transforms how businesses engage with their customers with orchestrated customer journeys that help businesses acquire, retain, and grow customers. The company's commitment to Amazing Service® and a customer-focused approach has been the cornerstone of its success. Established in 2008 and headquartered in Scottsdale, Arizona, Nextiva secured \$200M from Goldman Sachs Asset Management in its inaugural funding round, valuing the company at \$2.7B. Discover more at [www.nextiva.com](http://www.nextiva.com).

